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April 22, 2008

**AGENDA ITEM 4a**

**TO: MEMBERS OF THE HEALTH BENEFITS COMMITTEE**

**I. SUBJECT:** Strategic Health Communications – Quarterly Update

**II. PROGRAM:** Public Affairs, Health Benefits

**III. RECOMMENDATION:** Information Only

**IV: INTRODUCTION:**

The Office of Public Affairs (PAOF) and the Health Benefits Branch (HBB) have developed an ongoing program of education and awareness that is linked to our annual rate negotiation activities and to our mid-term and long-term strategic health program goals.

**V: BACKGROUND:**

The planning framework communicates information in a timely manner to our various constituent groups, including members, employers and labor organizations, about this year's strategic health issues, objectives and decisions.

Areas covered include: the drivers of health care costs, CalPERS rate setting process and challenges, practical strategies for employer and member engagement, and the members' role in helping to keep costs down.

Communication is broken-out in phases, including:

- Pre-negotiation
- Active Negotiation
- Decision Making
- Post-decision/Open Enrollment
- Implementation

The mid- and long-term framework focuses on documenting, monitoring and measuring education programs (wellness, disease management) of health plans and, where appropriate, CalPERS efforts on this front.

### **Pre-negotiation Phase (February/March 2008)**

Materials Developed:

- Messages – distributed to Board Members, Executive Management
- Fact Sheet – distributed to CalPERS staff and posted on CalPERS Web site
- Newsletter articles for Spring 2008 PERSpective – mailed to members in early April
  - Promoted use of online Health Plan Chooser tool to select health plan
  - Encouraged use of urgent care facilities, as appropriate, in lieu of emergency rooms for after-hours care
  - Shared results of 2008 CalPERS Pharmacy Plan Customer Satisfaction Survey
  - Educated members about Medicare, including a reminder to enroll in a CalPERS Medicare health plan when they retire and reach age 65
- Speech materials – prepared for Board and Executive Management use
- Newsletter article – prepared for member organization newsletters

Outreach Activities:

February 2008

- Customer Representative Meeting
- CalPERS Information Meeting with CSEA
- CalPERS Constituent Workgroup Meeting
- SCORE Meeting
- Retiree Coalition Meeting

March 2008

- CalPERS Information Meeting with CSEA
- Customer Representative Meeting
- CalPERS Constituent Workgroup Meeting
- Retiree Coalition Meeting

### **Active Negotiation Phase (April-May 2008)**

Scheduled Materials:

- Updated messaging
- Q & A for use on timeline and focus of negotiations
- Fact Sheets on role hospital costs play in rates
- Commentaries on current health issues

Scheduled Outreach Activities:

- Retirement Planning Fairs – communicate with members re: health plan options, rates, etc.

- Continue meeting with employers and member groups

### **Decision Making Phase (May/June 2008)**

Materials to be Prepared:

- Messaging on decisions and drivers of health care
- Report on role of hospital costs

Scheduled Outreach Activities:

- Continue meeting with employers and member groups

### **Post-decision/Open Enrollment Phase (July-December 2008)**

Materials to be Prepared:

- Open Enrollment packet (Health Plan Statement, Open Enrollment Newsletter, Rate Sheet/Postcard)
- Open Enrollment publications (Health Program Guide, Health Benefit Summary, Prescription for Quality Health Care, new Medicare booklet)
- Special Open Enrollment page on CalPERS On-Line – with links to all Open Enrollment information, marketing materials
- Graphic advertisements in myCalPERS – announcing the start of Open Enrollment, promoting the CalPERS Health Benefits Program
- Messages for Board and Executive Management
- Fact Sheets for distribution to CalPERS Call Centers (CSED, ERSD) and interested stakeholder groups
- Newsletter articles for CalPERS (PERSpective, InCalPERS, Employer News) and member organization publications – outlining Open Enrollment key facts and encouraging members to make healthy lifestyle choices and take an active role in their good health

Scheduled Outreach Activities:

- Mailing of Open Enrollment packet to members
- Mailing (per member request) of Health Program Guide, Health Benefit Summary, Prescription for Quality Health Care, new Medicare booklet
- Mailing of Health Program Guide and Health Benefit Summary to employers
- Open Enrollment fairs – conducted jointly by health plans and Public Agency & Schools (PAS) Marketing Unit
- Benefits Administration Training – share health program information, including rates and benefit design, with State employer
- Contracting agency employer rate seminars – delivered by PAS Marketing Unit

### **Implementation Phase (January 2009)**

Materials to be Prepared:

- Articles in member newsletters

Scheduled Outreach Activities:

- Mailing of Open Enrollment publications, per member request
- Benefits Administration Training – share health program information, including rates and benefit design, with State employer
- Continue meeting with employers and member groups

## **VI. STRATEGIC PLAN:**

This item supports CalPERS Strategic Plan Goal 10 – “Develop and administer quality, sustainable health benefit programs that are responsive to, and valued by, enrollees and employers” and Strategic Plan Goal 11 – “Promote the ability of members and employers to make informed decisions resulting in improved lifestyle choices and improved health outcomes.”

## **VII. RESULTS/COSTS:**

The CalPERS costs associated with this item are included in the annual budget of the Health Benefits Branch.

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